

2165

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

McKinley *et al.*

Serial No.:

10/063,430

Filing Date:

April 23, 2002

Examiner:

Not yet assigned

Group Art Unit:

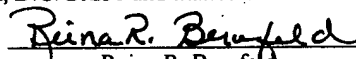
2165

Title:

USER INTERFACE FOR A PROFILE-DRIVEN  
COMMERCE SYSTEMRECEIVED  
JUN 19 2002  
Technology Center 2100Commissioner for Patents  
Washington, D.C. 20231Certification Under 37 C.F.R. 1.8

Date of Mailing: June 7, 2002

I hereby certify that I have caused the documents indicated below to be deposited with the United States Postal Service to Addressee under 37 CFR § 1.8 on the date indicated above and addressed to the Commissioner for Patents, Washington, D.C. 20231 and mailed on the above Date of Mailing.

  
Reina R. Bernfeld


## TRANSMITTAL

Dear Sir:

Applicants respectfully request that the enclosed Revocation of Power of Attorneys and Power of Attorney, along with the Statement Under 37 CFR 3.73(b), be made of record in the above-referenced matter. It is believed that no fee is due with this transmission, however, should a fee be deemed due, the Commissioner is authorized to debit Hughes & Luce LLP Deposit Account No. 50-1343.

Respectfully submitted,

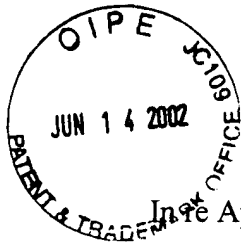
HUGHES &amp; LUCE

  
John Schell

Registered Agent for Applicants

Date: June 7, 2002

1717 Main Street, Suite 2800  
Dallas, Texas 75201  
(214) 939-5500 - Telephone  
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GROUP 3600



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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JUN 19 2002  
Technology Center 2100

Inventor Application of:

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Title:

USER INTERFACE FOR A PROFILE-  
DRIVEN COMMERCE SYSTEM

Commissioner for Patents  
Washington, D.C. 20231

**REVOCATION OF POWER OF ATTORNEYS AND POWER OF ATTORNEY**

Dear Sir:

The assignee of record of the right, title and interest in the above-identified application, hereby revokes all previous Powers of Attorney and appoints the following attorneys, all of the firm Hughes & Luce, L.L.P., to prosecute the above-identified patent application and to transact all business in the Patent and Trademark Office therewith.

William N. Hulsey, III, Reg. No. 33,402  
Peter R. Lando, Reg. No. 45,513  
Robert A. McLauchlan, Reg. No. 44,924  
John Schell, Reg. No. 50-776

and the firm of:

**HUGHES & LUCE, L.L.P.**

1717 Main Street, Suite 2800  
Dallas, Texas 75201  
UNITED STATES OF AMERICA  
214/939-5500

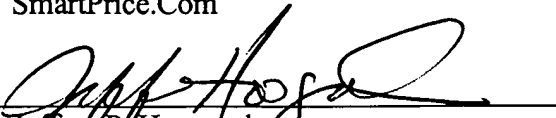
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Place: Austin, Texas

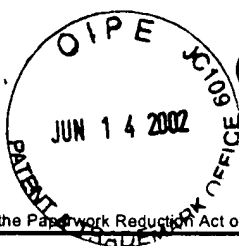
Date: 6-5-02

APPLICANT:

SmartPrice.Com

  
Jeffrey P. Hoogendam  
President and CEO

10/063,430



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

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ORIGINALLY FILED

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: SmartPrice.com  
Application No./Patent No.: 10/063,430 Filed/Issue Date: April 23, 2002  
Entitled: User Interface for a Profile-Driven Commerce System  
SmartPrice.com, a corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or  
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by, percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 012617 Frame 0400 or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.  
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.  
3. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

6-5-02  
Date

Jeffery P. Hoogendam

Typed or printed name

[Signature]  
Signature

President and CEO

Title

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JUN 19 2002  
Technology Center 2100

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JUN 27 2002

GROUP 3600

ASSIGNMENT OF INVENTION AND  
PATENT APPLICATION

**COPY**

Docket Number  
800591

FOR VALUE RECEIVED, James M. McKinley (hereinafter ASSIGNOR), hereby sells, assigns, transfers and sets over unto SmartPrice.com, having its principal office at 8716 N. Mopac Expressway, Suite 300, Austin, Travis County, Texas 78759 (hereinafter ASSIGNEE), 100% of the following:

- (a) ASSIGNOR'S right, title and interest in and to the invention entitled **User Interface for a Profile Driven Commerce System**;
- (b) the application for United States patent therefor, signed by ASSIGNOR on the date listed below, U.S. Patent and Trademark Office Serial Number to be assigned; filed herewith;
- (c) any patent or reissues of any patent that may be granted thereon; and
- (d) any applications which are continuations, continuations-in-part, substitutes or divisions of said application.

ASSIGNOR hereby further sells, assigns, transfers and sets over unto ASSIGNEE, the above percentage of ASSIGNOR's entire right, title and interest in and to said invention in each and every country foreign to the United States, and ASSIGNOR further conveys to ASSIGNEE the above percentage of all priority rights resulting from the above-identified application for United States patent.

ASSIGNOR agrees to execute all papers, give any required testimony and perform other lawful acts, at ASSIGNEE'S expense as ASSIGNEE may require to enable ASSIGNEE to perfect ASSIGNEE'S interest in any resulting patent of the United States and countries foreign thereto, and to acquire, hold, enforce, convey and uphold the validity of said patent and reissues and extensions thereof, and ASSIGNEE'S interest therein.

To be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

James M. McKinley  
James M. McKinley (ASSIGNOR)

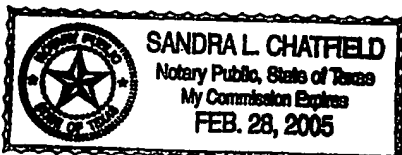
Date \_\_\_\_\_

4/18/02

State of Texas )

County of Travis )

Before me, the undersigned authority, on this 18<sup>th</sup> day of April 2002, personally appeared James M. McKinley (ASSIGNOR), known to me or proved to me through Texas Dr. License, to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same of his own free will for the purposes and consideration therein expressed.



Sandra L. Chatfield  
Notary Public

ASSIGNMENT OF INVENTION AND  
PATENT APPLICATION

**COPY**

Docket Number  
800591

FOR VALUE RECEIVED, Jeffrey P. Hoogendam (hereinafter ASSIGNOR), hereby sells, assigns, transfers and sets over unto SmartPrice.com, having its principal office at 8716 N. Mopac Expressway, Suite 300, Austin, Travis County, Texas 78759 (hereinafter ASSIGNEE), 100% of the following:

- (a) ASSIGNOR'S right, title and interest in and to the invention entitled **User Interface for a Profile Driven Commerce System;**
- (b) the application for United States patent therefor, signed by ASSIGNOR on the date listed below, U.S. Patent and Trademark Office Serial Number to be assigned; filed herewith;
- (c) any patent or reissues of any patent that may be granted thereon; and
- (d) any applications which are continuations, continuations-in-part, substitutes or divisions of said application.

ASSIGNOR hereby further sells, assigns, transfers and sets over unto ASSIGNEE, the above percentage of ASSIGNOR's entire right, title and interest in and to said invention in each and every country foreign to the United States, and ASSIGNOR further conveys to ASSIGNEE the above percentage of all priority rights resulting from the above-identified application for United States patent.

ASSIGNOR agrees to execute all papers, give any required testimony and perform other lawful acts, at ASSIGNEE'S expense as ASSIGNEE may require to enable ASSIGNEE to perfect ASSIGNEE'S interest in any resulting patent of the United States and countries foreign thereto, and to acquire, hold, enforce, convey and uphold the validity of said patent and reissues and extensions thereof, and ASSIGNEE'S interest therein.

To be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Signature:  
Name:

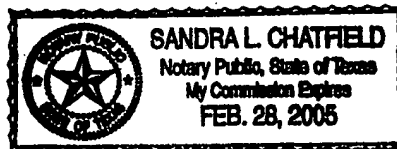
Jeffrey P. Hoogendam  
Jeffrey P. Hoogendam (ASSIGNOR)

Date

4-18-02

State of Texas )

County of Travis )



Before me, the undersigned authority, on this 18<sup>th</sup> day of April 2002, personally appeared Jeffrey P. Hoogendam (ASSIGNOR), known to me or proved to me through personally to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same of his own free will for the purposes and consideration therein expressed.

Sandra L. Chatfield  
Notary Public



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

APRIL 24, 2002

PTAS

TAYLOR RUSSELL & RUSSELL, P.C.  
4807 SPICEWOOD SPRINGS ROAD  
BUILDING ONE, SUITE 1200  
AUSTIN, TX 78759

**\*800002096A\*****\*800002096A\***

TAYLOR RUSSELL  
APR 24 2002  
GTS  
& RUSSELL, P.C.

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 04/23/2002

REEL/FRAME: 012617/0400  
NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

## ASSIGNOR:

MCKINLEY, JAMES M.

DOC DATE: 04/18/2002

## ASSIGNOR:

HOOGENDAM, JEFFERY P.

DOC DATE: 04/18/2002

## ASSIGNOR:

BENNETT, ERIKA H.

DOC DATE: 04/18/2002

## ASSIGNEE:

SMARTPRICE.COM  
8716 N. MOPAC EXPRESSWAY  
SUITE 300  
AUSTIN, TEXAS 78759

SERIAL NUMBER: 10063430  
PATENT NUMBER:

FILING DATE:  
ISSUE DATE: